

BUSINESS PROPOSAL PROJECT FOR BAGASHI



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR BAGASHI



FINAL PROJECT REPORT

Submitted to fulfill one of the requirements
to obtain the title of Associate Degree in Tourism (A.Md.Par.)

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HOTEL OPERATIONS PROGRAM

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PREFACE

Gratitude for the blessing and grace to God Almighty, for the completion of this final project report with the title “Business Proposal Project For Bagashi” is done to fulfill one of the requirements for obtaining the associate degree in the field of Hotel Operations Programs at the faculty of Business at Universitas Multimedia Nusantara.

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4. To all lectures and batch 5 student Hotel Operations who has assisted for the administration completion of this final project
5. My family who has provided material and moral support, so that I can complete this final project report.

Hopefully this business plan project contributes as a source of information and inspiration for others.

Tangerang, 10 February 2025


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BAGASHI

Dara Maria

ABSTRAK

Perkembangan kuliner di Indonesia berkembang dengan pesat, banyaknya usaha kecil yang mempunyai banyak ide untuk membuka kuliner yang baru dan juga unik. Dan banyaknya kuliner baru di Indonesia yang membikin para konsumen menjadi tidak bosan. Maka dari itu hadirilah Bagashi ke dalam lingkup kuliner baru, dengan ini Bagashi memperkenalkan makanan khas Jepang dan juga campuran dari Amerika yang disebut dengan fushion food. Hal ini memiliki potensi besar untuk mengembangkan industri kuliner di Indonesia, khususnya di sektor UMKM. UMKM sendiri juga memiliki peran penting di Indonesia karena membangkitkannya perekonomian di Indonesia. Dalam studi ini dilakukan analisis untuk modal usaha, biaya produksi, dan keuntungan membuka usaha. Dengan mengembangkan faktor kualitas bahan baku serta strategi marketing yang tepat, burger sushi dapat menjadi alternatif untuk membuka usatu usaha UMKM yang akan membantu perkonomian Indonesia

Kata kunci: *Burger Sushi, Kuliiner, UMKM*

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BAGASHI

Dara Maria

ABSTRACT

The culinary scene in Indonesia is rapidly growing, with many small businesses coming up with innovative ideas to open new and unique food ventures. The emergence of various new culinary options has kept consumers from getting bored. This is where Bagashi enters the culinary scene, introducing a blend of traditional Japanese cuisine with an American twist known as fusion food. This concept has great potential to develop the culinary industry in Indonesia, particularly in the MSME (Micro, Small, and Medium Enterprises) sector. MSMEs play a crucial role in Indonesia's economy by driving economic growth. This study analyzes the capital investment, production costs, and potential profits of starting a business. By focusing on the quality of raw materials and implementing the right marketing strategies, Burger Sushi can become an alternative for starting a successful MSME business that can contribute to Indonesia's economic growth.

Keywords: Burger sushi, Culinary, MSME

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EXECUTIVE SUMMARY

The food and beverage industry particularly the fast-casual segment. Bagashi aims to capitalize on this trend by offering a unique range of Japanese-inspired snacks such as beef patties, sushi rolls, takoyaki, gyoza, and other fusion bites. Positioned in the fast-casual dining sector, Bagashi provides high-quality food at an accessible price point, catering to customers looking for authentic flavors with a modern twist. Our menu will offer both traditional Japanese snacks and creative fusion options, making it easy for customers to experience the diversity of Japanese cuisine in a fast, convenient, and affordable way.

Our primary target market includes young professionals, students, and food enthusiasts who are drawn to flavorful, convenient, and affordable dining options. Additionally, families will appreciate our variety of snack choices, which cater to diverse tastes and preferences. Our business model is based on a fast-casual dining experience that offers both dine-in and take-out options, alongside online ordering and delivery services. By keeping overhead costs low and focusing on quick, efficient service, Bagashi aim to achieve strong profitability and scale our business as demand grows.

The Bagashi is led by Dara Maria, the founder of Bagashi. Dara's background in both the food service industry and business management positions her to lead Bagashi to success. As the brand gains recognition, Bagashi plans to expand from its flagship location to multiple outlets, and ultimately explore franchising opportunities, positioning the company for long-term growth and profitability.